**International Marketing Agenda Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**The following items are slated to be completed before Christmas Break. You will have a quiz or test over Unit 4 prior to break (Wednesday 12/17/14 or Friday 12/19/14). You will most likely have a quiz over 4.2 & 4.3; however if you waste time this week you will have a test over 4.1 – 4.3.**

**Each of the following tasks are to be worked on this week in class. Your IBP takes precedence. A final draft of your paper for sections 1 – 4 is due Friday, December 19. In order to ensure that grade is at its highest level a rough draft of sections 4B & 4C needs to be submitted this week so I have time to grade & return. You will receive a grade for turning your rough draft in on time. If it turned in after Friday it is a 0/10.**

**International Business Plan**

*Use the handout you received on Friday for the guest speaker; as well as, the rubric to guide you through this section.*

* Final Draft of Part 4A is due by end of period on Edmodo \_\_\_\_\_\_ / 15 points (Formal Grade)
* Rough Draft of Part 4B & 4C is due Friday on Edmodo. \_\_\_\_\_ / 10 points (Informal Grade)

**4.2: Economic Environment (p. 84 – 87)**

* Paragraph on Economic Systems \_\_\_\_ / 15 points (Informal)
* Free Trade Agreement PowerPoint \_\_\_\_ / 15 points (Informal)

**4.3: Political & Legal Environment (p. 89 – 94)**

* Political cartoon activity \_\_\_\_ / 10 points (Informal)
  + Draw a cartoon illustrating a democracy, republic, one-party state, & theocracy
* Statutory v. Case v. Contract Law activity \_\_\_\_ / 15 points (Informal)
  + Read pages 92 – 94 on Statutory, Case, Contract, & Green laws
  + Take notes on each type of legal system so that you can define and explain how each system operates
    - **Statutory law** deals with statutes or laws passed by elected officials. Statutory law and is known as written law
    - **Case law** occurs when a judge looks at precedence to determine what is right. Case law is also known as common law.
    - **Contract Law:** Legally enforceable promise(s) made by one party to another.
    - **Green Laws:** Laws imposed on businesses to minimize harmful effects of
      * Usually promote environmental causes (recycling, air pollution, etc…)
  + Illustrate your understanding of **one** specific legal system by writing a letter from an inmate’s perspective who has been convicted of **a statutory or case law crime**
    - Your letter needs to addressed to a specific person
      * Friend, family member, tv reports, political representative, etc…
    - Your letter needs to fully explain the crime you were convicted of
      * What were the circumstances that led to your conviction
    - Explain the process for your trial conviction
    - Include the punishment you received
  + Your letter can be funny, serious, or straight to the point.

**4.1: National Demographics (p. 78 -82)**

* **Create a population pyramid of your IBP country \_\_\_\_\_ / 20 pts**
  + Population Pyramids show the number of males & females in different age groups in a population
  + Visit <http://populationpyramid.net/> & click on your country to find your stats
  + Create a population pyramid based off of the year 2015
  + On the backside of your pyramid list three things the population pyramid tells you about the country you are in & the impact it will have on your company
    - Example: In the United States; the largest population groups consists of Males & Females between the ages of 50 – 59. This is helpful to my company because people in this age bracket tend to have higher disposable incomes and more sophisticated tastes. This allows to charge a little more for our products in order to keep quality high.
* **Breakdown of the Social Classes of your country \_\_\_\_\_ / 20 pts**
  + **Lists the social classes your IBP country uses to distinguish citizens & how the criteria used to create them**
    - Social classes are established based on criteria such as income, net worth, education, family history, political power, or lifestyles.
      * In the United States we typically define our social classes according to income.
      * Examples of Social Classes in the United States:
        + Lower Class
        + Lower Middle Class
        + Middle Class
        + Upper Middle Class
        + Upper Class
* Create an ad for your company based on **two** of the social classes of your country
* On the back of the advertisement complete the following:
  + List the social class your are targeting & how the ad is aimed at that group.
* Key point:
  + In most countries the price of the product will drive your advertisement
  + At least one of your ad’s needs to be on your IBP product
* **CIA Factbook Comparison of Developing Countries \_\_\_\_ / 15 pts** 
  + Compare various aspects of society for a 1st, 2nd, & 3rd World Country
  + Assignment is uploaded in Edmodo
  + Use CIA Factbook to compare a Newly Industrialized Country, A developed country, & a developing country

**Your IBP takes precedence over all 4.0 Activities but for you go-getter’s….go get ‘em!**